

Lake County Coastal Plan Committee Minutes November 28, 2006

The Lake County Coastal Plan Committee hereby finds and determines that all formal actions were taken in an open meeting of the Lake County Coastal Plan Committee and that all the deliberations of the Planning Commission and its committees, if any, which resulted in formal actions, were taken in meetings open to the public in full compliance with applicable legal requirements, including Section 121.22 of the Ohio Revised Code.

Chairman Harry Allen called the meeting to order at 6:30 p.m.

Mr. Allen welcomed Mr. Michael Victor, President of Lake Erie College, where this meeting was held. Mr. Victor presented the facts that Lake Erie College is one of the three largest employers in the City of Painesville, has 1,000 students and is 150 years old. He outlined his marketing strategy for the college to make it more known to the community and to increase its student body by adding five new majors, more advertising, making renovations and planning to add a football team in 2008. This strategy had already proven fruitful with new applications being up 57% over last year. He felt this Committee initiative represents a great economic driver for Lake County and offered the college's services. Mr. Scott Evans of Lake Erie College was also introduced.

ATTENDANCE

The following members were present: Messrs. Allen, Bodnar, Buescher, Cain, Gilmer, Kish, Klco, Landeg, Noble, Rising, Rutledge, Sholtis, Welch, and Ms. Keneven-Zanella. Staff present: Messrs. Boyd and Webster and Ms. Myers.

MINUTES

Mr. Cain moved to approve the minutes from the September 27, 2006 meeting as submitted. Mr. Kish seconded the motion.

All voted "Aye".

OLD BUSINESS

Congressman LaTourette's Port Authority Meeting 10/27/06

Representative Steven LaTourette hosted a meeting comprised of Lake County's mayors, trustees, councilmen, port authorities, Metroparks officials, and the County Commissioners with the intention to educate, inform and work out some of the myths and rumors regarding county or regional port authorities.

Ms. Kim Satzger, President of Gilbralter Group, was a former member of the Cincinnati Port Authority and gave a quick concise report on what could and could not be done by a port authority. She felt that, if we could get everyone together, the rate of success is high. You could get help from regional initiatives.

The Cincinnati Port Authority was originally established to support river development and then took on a life of its own. Their board consists of nine members, but a board can consist

of anywhere from five to 40 members. When Cincinnati's was established, the use of eminent domain and the ability to levy taxes were immediately eliminated.

It was determined at this meeting that Dr. Morris Beverage, President of Lakeland Community College, would carry on this process as a key catalyst for the Lake County Economic Development Strategy Committee. It has already started its mission. Dr. Beverage has taken the lead and we will be providing all the support and actions we can to get this managerial group in place.

Mr. Sholtis mentioned there had been another meeting held with Dr. Beverage that Mr. Tom Hilston, Fairport Harbor Village Administrator, had attended. At this meeting, it had been researched that it was possible for the existing port authorities to continue to exist with a county or regional port authority.

The existing port authorities need to identify the items that they would like to address with the group Dr. Beverage has put together.

Mr. Bodnar said the Lake County Township Association decided to support this project and be included in the dialogue.

Project Management Alternatives

There were three alternative management agency options to pursue: a. cell phone and utility tax; b. 6320 Corp.; and c. New Community Initiative. The committee did not get together, but Ms. Keneven-Zanella had pursued the cell phone and utility tax option. There were not many communities that have used this option.

In 2004, Baltimore successfully enacted legislation and used a cell phone and land line tax. She presented a package containing an article in *The New York Times* stating how it had helped with their budget deficits, a copy of telecommunication rules and regulations, a fact sheet, a list of vendors and a copy of Article 28 of the Baltimore code. Ms. Keneven-Zanella's contact is in the process of putting together 2005 dollar figures and will forward them when they are completed. Akron, Columbus, Dublin and Philadelphia are also looking at this, but are not sharing information with each other for some reason. She believes the use of a telecommunications tax may be a viable alternative as a management option.

NEW BUSINESS

Coastal Plan Video Draft by Lakeland

Dr. Morris Beverage, President of the Lakeland Community College, had graciously granted us the privilege of using their Audio Visual Department at the college when we were looking for help with the Coastal Development Plan. Mr. Phil Boyle of this Department has just completed a rough draft of an eight-minute video piece for this Committee. Mr. Boyd showed the rough draft of the video stating that its intended use will be to air it on the community channels.

The consensus was the video was a good rough draft. There were many comments and suggestions discussed for possible improvements. Some items mentioned were to show how this

project will increase home values and employment in the County, more conceptual designs to be added, a few of the pictures should be deleted, stating the original six goals set by this Committee, pre-screening the video, opening doors to share information, and community and resident buy-in.

The results of these discussions are as follows:

- Target the County residents to sell them on the concept because ultimately they will be asked to pay for it.
- Inform them of our accomplishments and future plans. This project will “enhance” accessibility to the beaches.
- Be prepared to respond to funding from private, philanthropic and municipalities to help provide a match.
- The business and philanthropic sectors need to see a management plan in place.
- Put a thank you and a summary of what they will achieve at the end.
- Show them where we are now and what we can have.
- Release this to all the community public access channels.
- It will be necessary to have a vehicle for feedback and a way to gauge marketing success.
- Put in more amenities to catch the attention of kids.
- See if Congressman LaTourette would like to participate in the video.
- Consider taking this information to the schools.

It was thought the best way to get the message to the public would be to do some random 30 second spots identifying ourselves, stating the concept and hammering it in for on the community education channels. Then, occasionally start filling in with the 8 minute segment and go onto two more detailed 15 minute segments tuned into the economic benefits. It was thought that we could get immediate and direct responses from each community by using these channels.

The group took the time to compliment Mr. Boyd on his efforts stating the video was very good so far. They also appreciated the time and effort the Audio Visual Department at Lakeland has donated.

Appropriate credits will be added at the end. If you do not wish to have your name included as a committee member, please contact Mr. Boyd. Mr. Boyd will see that cd’s are given to the communities when this has been completed.

Community Updates

North Perry Village – Mr. Klco – The Council will be putting their engineering work out for bidding to get a better idea of cost. Everything else has been approved, except for some language that needs to be changed.

Fairport Harbor Port Authority – Mr. Sholtis – The port authority levy initiated in 1956 was allowed to lapse to allow the Village to get their levy passed and he believed failed when requested because of the timing of the county pursuing a regional or county port authority. He felt no one wanted to support a port authority that is rumored to become nonexistent in the future.

Eastlake Port Authority – Mr. Cain – The authority is in a state of flux with the potential of a larger port authority. They have projects that need to be addressed, but have yet to be done because of the potential of a regional/county port authority. He hoped Dr. Beverage's group knew the urgent need for speed in their chore. He was assured Dr. Beverage did know.

There was concern about the County Commissioners spearheading this thing and it was acknowledged that someone in the County had to step up and take a lead.

Rt. 2 Noise Barriers

Mr. Landeg was asked to report on the noise barriers for Rt. 2. The first project's bids are due by December 1, 2006. They will start at the west end for the first three miles. The walls will contain a logo every 250 feet. There will be six icons including a community and Lake County logo icon. Visit the County Engineer's website at www2.lakecountyohio.org/sr2 to see them.

Lakeview Bluffs Breakwater

Mr. Gilmer asked about the breakwater in front of Lakeview Bluffs. Mr. Bodnar said Painesville Township held a meeting last Monday and there were only a handful of people there. There were no overwhelming concerns about getting permits from Ohio E.P.A. to secure the shoreline. Mr. Webster stated this would dovetail well with our project.

NEXT MEETING

The next meeting will be held on Wednesday, January 24, 2006.

ADJOURNMENT

Mr. Welch moved to adjourn the meeting and Mr. Kish seconded the motion.

All voted "Aye".